



Doctors Demonstrate Cellvizio System at Leading Endoscopy Meeting

Probe-Based Confocal Laser Endomicroscopy (pCLE) Featured Prominently in Live Case and Presentations

NEW YORK – January 5, 2009 – Leading endoscopists used Cellvizio®, the world’s smallest microscope, to properly characterize colon polyps in a patient during a live case at the New York Society for Gastrointestinal Endoscopy’s (NYSGE) 32nd Annual Course, which took place December 17-20. Other presentations focused on the promise that the Cellvizio probe-based confocal laser endomicroscopy (pCLE) system holds for earlier and more accurate diagnosis leading to more effective intervention.

Drs. Gregory Haber, MD, division chief of gastroenterology, at New York’s Lenox Hill Hospital and Jerry Wayne, MD, clinical professor of medicine at Mt. Sinai Hospital, past president of the American Society for Gastrointestinal Endoscopy, past president of the American College of Gastroenterology and president elect of the World Organisation of Digestive Endoscopy, used the Cellvizio to demonstrate classic examples of irregular vascular patterns in the colon which were determined to be serrated adenoma.

“Cellvizio helps us determine the kind of lesions and polyps we see during a colonoscopy, which is extremely important in determining a proper diagnosis and treatment for the patient,” Dr. Haber said. “Cellvizio’s precise targeting and clear microscopic images will also help physicians survey the areas around polyps they remove to be sure that they’ve removed all dangerous tissue.”

Other Cellvizio highlights included:

- Dr. Douglas Pleskow, Beth Israel Deaconess Medical Center, Boston, presented “You Can’t Fight What You Don’t See: New Imaging Spy/IDUS/Confocal,” concluding that Cellvizio potentially has the ability to improve diagnosis of indeterminate strictures in ERCPs.
- Dr. Jonathan Cohen, New York University School of Medicine, in his Florence Lefcourt State of the Art Lecture, “Future Directions for Colonoscopy” showed Cellvizio as “a potential for real time diagnosis to improve our efficiency and allow cost saving decision making in real time, potentially saving time and reducing the cost of real pathology”
- Dr. Frank G. Gress, SUNY Downstate Medical Center, who presented “Looking into the Ducts,” examined Cellvizio as an application for biliary-pancreatic procedures.
- Dr. Prateek Sharma, University of Kansas School of Medicine, who presented “New Imaging of the Esophagus: Making the Case for Targeted Interventions,” concluded that Cellvizio has had promising results toward obsolete and reduced biopsies, real-time diagnosis and therapy in Barrett’s Esophagus.

About Cellvizio®

Cellvizio®, the world's smallest microscope, is the first system designed to provide live images of internal human tissues at the cellular level during endoscopic procedures. This new method, known as probe-based confocal laser endomicroscopy (pCLE), allows physicians to pinpoint and remove diseased tissue with endoscopic tools on the spot, or, in more serious cases, send the patient directly to surgery. This new, advanced imaging technique helps physicians more effectively detect cancer so patients can be treated earlier and undergo fewer biopsies. Physicians and thought leaders at more than 40 top medical institutions around the world have completed



over 2,000 of these procedures and have published more than 25 peer-reviewed papers on the technology in major medical journals. Cellvizio, which delivers up to 12 images per second and can be used with almost any endoscope, has 510(k) clearance from the U.S. Food and Drug Administration and the European CE-Mark for use in the gastrointestinal and pulmonary tracts.

About Mauna Kea Technologies/Cellvizio Inc.

Mauna Kea Technologies, which operates as Cellvizio Inc. in the U.S., is a venture-backed medical device company based in Paris, France, with U.S. offices in Fort Washington, Penn. With its flagship Cellvizio® system, the company leads the growing in vivo cellular imaging market, enabling physicians to visualize, diagnose and treat pathologies that cannot be seen using other imaging techniques. Investors include Psilos Group, Seventure and Credev. For more information about Mauna Kea Technologies: www.maunakeatech.com

Media Contact: Lazar Partners

Erich Sandoval

Tel. 917-497-2867

E-mail: esanodval@lazarpartners.com